

ANALYZE DATA AND SET GOALS

This stage establishes a performance baseline for your imaging and printing environment that will help you set goals and measure progress.

Did you know?

The HP Carbon Footprint Calculator for printing allows head-to-head product comparisons of more than 8,000 devices, including all HP printers dating from the mid-1980s to current systems, and non-HP printers from the last 15 years.

Available free online, the HP Carbon Footprint Calculator provides a snapshot of printer energy usage and associated carbon output, paper use, and estimated monetary costs based on geographical energy assessments. It includes geographic-specific information for 146 countries.

If your organization has set business and environmental goals, some decision making has been done for you. With specific figures for planned reductions in energy use and costs in hand, you can analyze assessment data to pinpoint where reductions might come from and how they could contribute to overall organizational goals.

If your organization hasn't set goals, analyzing data gathered in the assessment stage can show how much you may be able to lower costs and energy use, and where to focus your efforts. These conclusions will be valuable to get management and stakeholders to buy in on the need for a green IT action plan.

When developing your goals, make them:

Explicit—Each goal should clearly define a specific outcome.

Measurable—Quantify the impact you intend to have.

Actionable—Results should come from a change in behavior.

Time-based—Give a clear deadline for success.

Based on your organization's assessment, the following might reflect potential goals:

- Cut carbon dioxide (CO₂) emissions 10 percent by the end of this fiscal year.
- Reduce energy costs by 30 percent in one year.
- Recycle 95 percent of print cartridges.
- Increase duplex printing rates by 20 percent in one year.

Setting specific and measurable goals now will help you determine priorities, make tough choices, and gauge progress. Your goals will also help you sell your plan to internal stakeholders by demonstrating the outcomes and associated benefits.

Get started on your goals

A good first step in goal setting is to estimate the carbon footprint of your imaging and printing operations. Use the pilot location you've chosen, and calculate the potential savings based on your own scenario, by visiting the HP Carbon Footprint Calculator for printing at hp.com/go/carbonfootprint.

Did you know?



ENERGY STAR®

is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy that has been adopted by many countries around the world as a recognizable, standalone benchmark for energy-efficient products, including imaging and printing.



EPEAT

is an eco-labeling system that helps purchasers evaluate, compare, and select printers, multifunction devices, and scanners based on their environmental attributes. For inclusion in the EPEAT registry, electronic product manufacturers must meet 33 environmental criteria.



Blue Angel

Blue Angel is a German environmental label awarded to HP printing systems for meeting more than 100 strict criteria. Introduced in 1978, Blue Angel is the oldest eco label in the world.



EcoLogo

EcoLogo is a certification for products that meet multi-attribute, life cycle-based sustainability standards. Certified products have undergone rigorous scientific testing, exhaustive auditing, or both to prove compliance with stringent third-party environmental performance standards.

After you have inventoried equipment, identify opportunities for improvement, such as:

- Consolidating and standardizing on fewer devices that are more power-efficient in order to save energy and money—an approach that has helped some HP customers save more than 40 percent in energy costs from imaging and printing
- Moving to HP multifunction printers, which use less energy and materials compared with similar print, fax, and copy standalone products
- Scheduling sleep and wake modes to conserve power
- Setting automatic duplexing to cut waste and reduce total paper use by up to 50 percent
- Eliminating costly and wasteful reprints using PIN and pull-printing capabilities that employ user authentication methods
- Reducing waste, transport costs, and environmental impact by converting paper-based processes into digital formats
- Minimizing electronic waste by simplifying the management and disposal of assets, potentially recovering some value at their end of life
- Recycling equipment and supplies more efficiently

You'll know this analysis stage is complete when you have:

- ✓ Calculated your baseline for energy use
- ✓ Compiled and analyzed data to determine your carbon footprint
- ✓ Identified how much energy and materials you can save, and how great a reduction in CO₂ emissions that it represents